

# **EXHIBIT D**



## RODALE, INC. MASTERFILE

5,513,786	Active US Subs/Book Buyer	\$105.00/M
327,956	Dec'13 Subs/Book Buyers	+\$ 17.00/M
1,104,870	3M Subs/Book Buyers	+\$ 12.00/M
2,288,209	6M Subs/Book Buyers	+\$ 6.00/M
156,845	3M COAs	+\$ 16.00/M
1,024,350	3M Paid Subs/Book Buyers	+\$ 22.00/M
540,646	3M DTP Subs/Book Buyers	+\$ 23.00/M
582,308	3M Renewals Subs	+\$ 28.00/M
1,068,634	6M Expire Subs	\$ 50.00/M
1,892,767	12M Expire Subs	\$ 50.00/M
199,299	Active Canadian Sub/Buyer	\$115.00/M
44,908	12M Canadian Expire Subs	\$ 60.00/M
	Fundraiser Rate	\$ 75.00/M
	Non-Affinity Catalog Rate	\$ 80.00/M
	Insurance Rate	\$ 75.00/M

**LAST UPDATE:**

January 10, 2014

**GENDER:**

32% Male/66% Female

**MINIMUM ORDER:**

5,000

**SOURCE:**

Direct Mail Sold

**MEDIA:**

E-Mail @ \$50.00/F  
FTP @ \$50.00/F

**UNIT OF SALE:**

\$27.00 Average

**UPDATE FREQUENCY:**

Monthly

**SELECTION:**

Monthly H/L @ \$17.00/M  
3 Mos H/L @ \$12.00/M  
6 Mos H/L @ \$ 6.00/M  
COA's @ \$16.00/M  
Renewals @ \$16.00/M  
New To File @ \$16.00/M  
Gift Givers @ \$16.00/M  
Source @ \$11.00/M  
Paid @ \$11.00/M  
Adult Age @ \$11.00/M  
Presence/Child @ \$11.00/M  
Income @ \$11.00/M  
Ethnicity @ \$16.00/M  
Religion @ \$16.00/M  
Donors @ \$16.00/M  
Ailment @ \$16.00/M  
Education @ \$16.00/M  
Lifestyle @ \$16.00/M  
Dwell Type @ \$11.00/M  
Gender @ \$ 6.00/M  
State @ \$ 9.00/M  
SCF @ \$ 9.00/M  
Zip @ \$ 9.00/M  
Zip Set Up @ \$75.00/F  
Province @ \$ 9.00/M  
FSA @ \$ 9.00/M  
FSA Set Up @ \$75.00/F

Through their leadership in direct response marketing, Rodale, Inc. continues to be the authoritative source for trusted content in health, fitness, and wellness. They publish many well-known magazine titles including Prevention Magazine, Women's Health, Men's Health, Organic Gardening, Bicycling, Runner's World, and Running Times. In addition to their widely read titles, Rodale publishes highly acclaimed books and DVD's on health, fitness, cooking, gardening, the environment, and more. Recent bestsellers include 24 Hour Pharmacist, Joey Green Cleaning Magic, and the Ultimate Shortcut Cookie Book.

Specialty Masterfiles have been derived from this database and combine transactional data, Rodale, Inc. survey data and enhanced data.

## \*\*\*\*\* Fast Facts \*\*\*\*\*

Average Age.....53  
Average Income.....\$60,000  
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Available Specialty Masterfiles (inquire for details):

Cooking Masterfile - includes cook book buyers, culinary, gourmet, low fat, general, vegetarian cooking, wine enhancements, and healthy cooking survey data

Diabetes Masterfile - includes Diabetes book buyers and Diabetes survey data

Families Masterfile - includes parenting book buyers; child parenting, grandparents lifestyle interest, children's video, buy children's products, child indicator lifestyle data

Garden Masterfile - includes Garden Book Buyers, Organic Gardening Magazine, gardening membership, bird watching, flower gardening, vegetable garden survey data, garden interest, garden magazines lifestyle interests

Holistic Masterfile - includes alternative health book buyers, survey responders in the alternative medicine, herbs for healing, relaxation techniques, self-improvement, yoga, organic products categories, and lifestyle elements of vegetarian cooking and natural foods.

Outdoor Masterfile - includes camping / hiking, fishing, hunting / shooting, water sports lifestyle interests and camping, backpacking, fishing, snowshoeing, hiking survey responders

Pets Masterfile - includes pet book buyers; pet membership; cat, dog, other pet owners lifestyle interest; cat, dog, other pet owner, pet care, buy products for cats or dogs survey data

Seniors Masterfile - includes senior related book buyers; grandparents lifestyle interest; 1st/2nd retired occupation,; age 50+

Sports Masterfile - includes sports & fitness book buyers; Bicycling and Runners World magazines; Bicycling and Running members; Bicycling, Running and Mountain Bike event participants; bike/mountain bike, running/jogging, scuba, snow/ski participant, tennis lifestyle interests; cycling, mountain biking, backpacking, swimming, scuba dive, running/jogging, bike survey responders; sporting goods retail sub types

Travel Masterfile - includes cruise, RV, family domestic or foreign travel interest; foreign or cruise travel survey data

\*\*Selectable by individual title - see separate datacards

#### USAGE:

AAA Southern New England  
AARP  
Air & Space Magazine  
American Inst For Cancer Research  
American Master Products  
Annie's  
Arbor Day Foundation  
Arthritis Self Management  
Arthritis Today  
Blue Cross Blue Shield (TX)  
Blue Cross Blue Shield AZ  
Blue Cross Blue Shield of MN  
Blue Cross Blue Shield of NC  
Carol Wright Sales  
Doctors Foster & Smith  
Frank Cawood & Associates  
Good Dog Library  
Guideposts Associates, Inc.  
Hartford, The  
Harvard Heart Letter  
Mid-Ohio Food Bank  
Mutual Of Omaha  
North Shore Animal League  
Nutrition Action Healthletter  
PETA Foundation  
Public Citizen  
Rescue Missions  
Salvation Army Sierra Del Mar  
Saturday Evening Post

Survey @ \$ 6.00/M  
F/R Sel. Cap @ \$12.00/M  
Cat Sel. Cap @ \$12.00/M  
3rd Party Blow In @ \$15.00/M

#### NET NAME POLICY:

85% and \$10.00/M RunCharge  
50,000 Minimum

#### SAMPLE MAILING PIECE:

Submit one mailing piece

#### DELIVERY:

3-5 Business Days

NextMark ID: 314405

#### RELATED LGM LISTS:

[FRANK CAWOOD & ASSOCIATES HEALTH BOOK BUYERS](#)

[FRANK CAWOOD & ASSOCIATES MASTERFILE](#)

[FRANK CAWOOD & ASSOCIATES CONSUMER INFORMATION BK BYRS](#)

[LIFTBASE CONSUMER MASTERFILE](#)

**FOR LIST RECOMMENDATIONS, CONTACT:**

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